

PARLIAMENT  
MAZDA MIATA PROMOTION

	<u>BRC COST</u> <u>SPACE &amp; PROD.</u> \$(000)	<u>ADJACENT</u> <u>PG4CBL</u> \$(000)	<u>TOTAL</u> \$(000)
PEOPLE	30.6	30.7	61.3
PREMIERE	14.0	10.9	24.9
US	7.1	11.6	18.7
DETAILS	2.1	10.6	12.7
SPY	4.0	5.8	9.8
ROLLING STONE	13.9	19.9	33.8
SPORTS ILLUSTRATED	35.0	37.1	72.1
SPORT	4.1	10.2	14.3
INSIDE SPORTS	9.9	8.0	17.9
GENTLEMAN'S QUARTERLY	5.9	15.7	21.6
PLAYBOY	12.0	16.7	28.7
COSMOPOLITAN	8.9	28.0	36.9
ELLE	9.8	17.9	27.7
MADEMOISELLE	7.6	22.9	30.4
BOSTON PHOENIX	6.8*	8.8	15.3
VILLAGE VOICE	<u>10.0*</u>	<u>8.3</u>	<u>18.3</u>
<b>TOTAL:</b>	<b>181.6</b>	<b>260.6</b>	<b>442.2</b>

\* ACTUALLY A TIP-IN CARD, AS THESE NEWSPAPERS HAVE NO BINDING.

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